



Marketing Communications

The overall mission is to integrate public relations and advertising strategies for a cohesive sales message, and break out of the clutter to build destination awareness and generate bookings. We will continue to reposition Greater Fort Lauderdale as a year-round, warm weather destination with lighthearted energy. Our goal is to build awareness of new developments, drive targeted traffic to sunny.org to convert to hotel stays, generate positive destination media coverage and promote the positive impact of tourism to the local community.

CREATIVE COMMUNICATIONS

Integrate all CVB communications (web, print, collateral, kits, powerpoint, sales efforts) with consistent branding and messaging.

- Create new meetings online toolkit
- Tailor consumer emails to target audiences
- Establish more robust CRM for greener and integrated approach
- Continue web redesign enhancements: multimedia and social media
- Incorporate Port website design inside Sunny.org

MEDIA RELATIONS

Elevate GFL's reputation as a casually chic, year-round destination through positive publicity.

- Oversee individual media visits and media FAMs
- Organize new editorial photography including multicultural, family and gay
- Integrate updated Customer Relationship Management with website content management
- Increase positive local newspaper coverage about the importance of tourism

COMMUNITY RELATIONS

Increase participation by hospitality industry partners to generate economic growth for Broward County.

- Share the warmth of the destination by communicating news, opportunities and programs
- Hospitality industry outreach: Tourism Day, Sunsational Service Courtesy Awards, Marketing Plan Presentation, updates, monthly CVBuzz e-newsletter
- Hurricane preparedness communication

ADVERTISING

Implement \$5 million ad campaign to generate brand awareness and expand year round bookings and rates. Dial up the affordable luxury factor.

- Fall and winter blitzes
- Summer value campaign
- Online and print co-op
- Port and Airport advertising campaign synergy
- Alliance with high-end product for mainstream, "gaystream" and multicultural promotions